

IN THE CLAIMS

Please amend the claims as follows:

1. (Previously Presented) A method for maintaining login preference information of users of a network-based transaction facility, the method comprising:

communicating user interface information to a client via a communications network, the user interface information including information concerning a plurality of features within the network-based transaction facility and specifying a login interface facilitating user input of login preference information pertaining to each of the plurality of features, and wherein the login preference information is specific to a user to which it relates and is customized by that user;

receiving the login preference information from the client via the communications network, and wherein the login preference information is housed in a database for subsequent retrieval and use; and

utilizing the login preference information to selectively activate a number of the plurality of features, which are identified in the login preference information for the user, within the network-based transaction facility, associated with commerce and online auctioning, via the communications network, and wherein activation for the number of the plurality of features is enforced with subsequent login sessions initiated by the user by utilizing the login preference information, after the user provides login information, which is separate from the login preference information and which identifies the user, in order to initiate the subsequent login sessions, and wherein for each login session a browser session cookie is set with the login preference information retrieved from the database and when the session cookie expires a particular login session with the user is terminated and the session cookie removed, and wherein the features include options defined by the user associated with bidding, listing items for sale, feedback on transactions with other users, chatting with a number of the other users, history of transactions, and email communications, and wherein each feature identified in the login preference information includes an option to allow the user to determine whether a user password is to be used to access that particular feature each time a user attempts to access that particular feature during an active login session, and wherein when the login preference

information indicates a preference by the user to exclude the use of the session cookie for each login session the preference information is retrieved from the database.

2. (Previously Presented) The method of claim 1 wherein the login preference information indicates whether the user password should be remembered for each of the plurality of features.

3. (Cancelled).

4. (Previously Presented) The method of claim 1 further comprising:
initiating a particular login session upon receiving the user login information;
retrieving the login preference information from the database using the user login information;
receiving a user request to access a selected feature of the plurality of features within the network-based transaction facility; and
utilizing the login preference information in the session cookie when determining whether to require the user to enter user access information before providing user access to the selected feature.

5. (Previously Presented) The method of claim 4 wherein the login preference information is encrypted within the session cookie.

6. (Previously Presented) The method of claim 4 further comprising:
receiving a user request not to use the session cookie during user online activity within the network-based transaction facility; and
retrieving the login preference information from the database when determining whether to require the user to enter the user login information before providing user access to a selected feature of the plurality of features within the network-based transaction facility.

7. (Previously Presented) The method of claim 1 further comprising:
presenting a user interface allowing the user to change the login preference information;
and
updating the login preference information in the database.
8. (Previously Presented) The method of claim 1 further comprising:
receiving the user login information;
determining that the user has previously provided the login preference information; and
presenting a welcome user interface including user interface information indicating that
the user has previously provided the login preference information.
9. (Previously Presented) The method of claim 1 including always requiring the user
password for any feature involving display of user personal information.
10. (Original) The method of claim 9 wherein the user personal information includes any
one of a group comprising credit card information and registration information.
11. (Cancelled)

12. (Previously Presented) A method to control access to a network-based transaction facility, the method including:

identifying a user associated with a network session that logs into the network-based transaction facility, associated with commerce and online auctioning, by using user login information, which is separate from user access preferences and determining whether access preferences permit setting a session cookie to house the access preferences for the user during the network session and when permitted removing the cookie when the network session expires;

identifying the access preferences associated with the user, the access preferences indicating selective access requirements to each of a plurality of features provided by the network-based transaction facility, wherein the access preferences identify each of the plurality of features and are customized for the user and the user's interaction with the network-based transaction facility, and wherein the features include options defined by the user associated with bidding, listing items for sale, feedback on transactions with other users, chatting with a number of the other users, history of transactions, and email communications, and wherein each access preference includes an option that the user can activate to have the user input a password each time a particular feature is accessed during the network session; and

controlling access to each of the plurality of features in accordance with the stored access preferences.

13. (Previously Presented) The method of claim 12 wherein the controlling comprises implementing different access restrictions to respective features of the plurality of features according to the access preferences.

14. (Previously Presented) The method of claim 12 wherein the controlling requires selectively requiring user identity verification information as a portion of the user login information to access a first feature of the plurality of features in accordance with the access preferences.

15. (Previously Presented) The method of claim 14 wherein the user identity verification information comprises the password.

16. (Previously Presented) The method of claim 12 including communicating a request to the user to determine a set of access preferences pertaining to the plurality of features, and storing a response to the request as the access preferences.

17. (Original) The method of claim 16 wherein the request comprises a user interface via which the user composes the response.

18. (Original) The method of claim 16 wherein the user interface comprises a markup language document.

19. (Cancelled)

20. (Previously Presented) A system for maintaining login preference information of users of a network-based transaction facility, the system comprising:

a display function to communicate user interface information to a client via a communications network, the user interface information including information concerning a plurality of features within the network-based transaction facility, associated with commerce and online auctioning, and specifying a login interface facilitating user input of login preference information selectively pertaining to a number of the plurality of features after a user has logged into the network-based transaction facility via the login interface with login information, which is separate from the login preference information, and the login preference information selectively identifies the number of the plurality of features to activate for the user, and wherein the login preference information is retrieved from a database and stored in a session cookie when the user permits and used during an active session with the user and removed when a session expires;

a receive function to initially receive the login preference information from the client via the communications network; and

an access function to utilize the login preference information for selectively controlling user access to the number of the plurality of features identified by the login preference information within the network-based transaction facility via the communications network, and wherein the number of the plurality of features are customized to the user via the login preference information, and wherein the features include options defined by the user associated with bidding, listing items for sale, feedback on transactions with other users, chatting with a number of the other users, history of transactions, and email communications, and wherein each feature includes an option in the login preference information that the user can set that makes the user supply a user password before access to that particular feature is permitted during an active session.

21. (Previously Presented) A system to control access to a network-based transaction facility, the system including:

a user identification function to identify a user associated with a network session that logs into the network-based transaction facility, associated with commerce and online auctioning, the user identification function utilizes user login information, which is separate from user access preferences;

a receive function to identify the access preferences customized for the user after the user is identified, the access preferences identifying selective access requirements to a number of a plurality of features provided by the network-based transaction facility, and wherein the access preferences are stored and subsequently retrieved from a session cookie when permitted by the user during the network session and the session cookie removed when the network session terminates; and

an access function to control access to the number of the plurality of features in accordance with what is identified in the access preferences for the identified user, and wherein the features include options defined by the user associated with bidding, listing items for sale, feedback on transactions with other users, chatting with a number of the other users, history of transactions, and email communications, and wherein each feature includes an option in the access preferences that can be set by the user that makes the user supply a user password when activating that particular feature.

22. (Previously Presented) A system for maintaining login preference information of users of a network-based transaction facility, the system comprising:

a first means for communicating user interface information to a client via a communications network, the user interface information including information concerning a plurality of features within the network-based transaction facility, associated with commerce and online auctioning, and specifying a login interface facilitating user input of login preference information selectively pertaining to a number of the plurality of features;

a second means for initially receiving the login preference information from the client via the communications network; and

a third means for utilizing the login preference information to selectively activate the number of the plurality of features within the network-based transaction facility via the communications network, wherein activation is enforced for subsequent login sessions into the network-based transaction facility by using the login preference information, after the user provides login information and after the user is identified, wherein the login information is separate from the login preference information, the login information is used to initiate the subsequent login sessions and the login preference information is used to drive the number of the plurality of features within the network-based transaction facility that are customized and made available to the user for the subsequent login sessions, and wherein the features include options defined by the user associated with bidding, listing items for sale, feedback on transactions with other users, chatting with a number of the other users, history of transactions, and email communications, and wherein each feature includes an option in the login preference information that can be set by the user and that makes the user supply a user password before activating that particular feature, and wherein the login preference information is stored in a database and retrieved and populated to a session cookie for each login session when the user permits and the session cookie is removed each time one of the login sessions terminate.

23. (Previously Presented) A system to control access to a network-based transaction facility, the system including:

a first means for identifying a user associated with a network session that logs into the network-based transaction facility, associated with commerce and online auctioning, with user login information, which is separate from user access preferences;

a second means for identifying the access preferences associated with the user, the access preferences selectively indicating access requirements to a number of a plurality of features provided by the network-based transaction facility, the access preferences retrieved from a database and stored in a session cookie for retrieval and access during the network session and the session cookie removed when the session terminates; and

a third means for selectively controlling access to the number of the plurality of features in response to what is identified within the access preferences for the user, wherein the number of the plurality of features are customized for the user, and wherein the features include options defined by the user associated with bidding, listing items for sale, feedback on transactions with other users, chatting with a number of the other users, history of transactions, and email communications, and wherein each feature includes an option in the access preferences that the users can set and that makes the user supply a user password before access to that particular feature is granted during the network session.

24-25. (Cancelled).